



Customer and Stakeholder Engagement Exeter Business Park

On 15 November 2021 we announced the closure of Exeter Business Park. The following provides detail of the stakeholder engagement we have undertaken, and feedback received, since our announcement.

Customer and stakeholder contact

On 15 November we wrote to all customers who either hold accounts at the branch, use it frequently or live nearby. The letters advised customers of the reasons behind our decision and effective date of closure. They also provided customers with details of the nearest alternative HSBC UK branch, alternative ways to continue to access their usual banking services and how to access the closure Impact Assessment.

We wrote to, Ben Bradshaw, constituency MP, on 15 November 2021 to advise of our decision to close the branch and offered to meet to explain the reasons and how we would be supporting all of our customers during this period of change.

At announcement we wrote to a number of key stakeholders. These included:

- Which?
- Age UK
- Citizens Advice
- Alzheimer's Society
- Post Office

On 15 November our Local Director additionally wrote to the following key local stakeholders to advise of our decision to close:

- Councillors Emma Morse, Ruth Williams, David Harvey, Trish Oliver and Naima Allcock
- Exeter City Council
- Exeter Chamber
- Pinhoe Library
- Age UK Devon
- Age UK Exeter
- Exeter Citizens Advice
- Alzheimer's Society Devon
- Devon in Sight
- Post Offices at Pinhoe, Whipton and Clyst St Mary

We have published an Impact Assessment on our public website. We also made copies of the report available in the closing branch. The assessment includes further details on the reasons behind our decision, the information used, the nearest HSBC UK and Post Office branches, alternative ways to bank and how to contact the bank for additional support. These reports can be accessed at www.hsbc.co.uk/branch-finder.

Posters have been displayed at the branch with information on the nearest HSBC UK branch and cash machine as well as the nearest Post Office counter.

We provided extensive training to our branch teams in order that they could fully support both personal and business customers with accessing alternative ways to bank. Following this training our branch staff have been proactively engaging with customers, particularly those who are reliant on the branch services, to help them look at the alternatives that are available, including the services provided by the Post Office.

We have also been engaging with the nearest Post Office counters to the branch to ensure they know we are closing, are aware of the services they can provide to our customers and to address any queries or concerns they may have in meeting the needs of our customers.

Customer and stakeholder reaction/feedback

- we have written to Ben Bradshaw, constituency MP, and there has been no further correspondence
- although customers have been disappointed with the decision, due to the recent closure of our Exmouth branch, they do understand why and are pleased that the staff are being redeployed to other local branches
- the team in the branch have supported customers to ensure they are aware of the services the Post Office offer and can access these following the closure of the branch
- we have received 2 Customer Satisfaction Surveys where customers have expressed dissatisfaction and mentioned the branch closure

Follow up action taken

- we have contacted our customers who have expressed dissatisfaction in surveys to understand their specific situation and explain all of their options. We talked through the services the Post Office offer and reassured them that staff in the local branches would be able to continue to help them. The customers we spoke to were grateful for the phone call

- we have offered customers the opportunity to attend a HSBC@Home session focus on digital banking. HSBC@Home is our digital education programme and has been designed to educate and upskill customers on a range of topics from digital tools and services to fraud and financial fitness
- all staff in Exeter Business Park branch have received tailored vulnerable customer training to upskill them in holding in depth conversations to support our customers in finding alternative ways to bank
- our Local Director, Clare Rowe, has visited nearby Post Offices to ensure they are aware of the closure of Exeter Business Park and discuss the services they can provide to our customers. Clare has formed a good relationship with the Post Offices which will support a smooth transition for our customers and has offered her email address for any support the Post Offices need from us
- we have proactively contacted our vulnerable customers who use the branch to understand how they currently bank. During these calls we have taken the time to understand our customer's specific circumstances for example where they live or transport used. This has allowed us to provide our customers with information on the services that may be suitable for them such as local Post Office or digital options available through our app or online banking

Contacting the bank after closure

Following the closure of this branch, if you have any questions or need advice on how to access our services, you can contact us in the following ways:

- Visit us at <https://www.hsbc.co.uk/ways-to-bank/>
- Contact us on 03457 404 404 (+44 1226 261 010 from outside the UK). Currently open 08:00 to 20:00 every day
- Visit any HSBC UK branch (branch hours can vary so please check our website before you visit)

If you would like this in another format such as Braille, large print and audio you can call us on 03457 404 404 or visit us in branch.

Information correct at time of publication

